* Positioning and maintaining tourism development as a National priority activity;
* Enhancing and maintaining the competitiveness of India as a tourism destination;
* Improving India's existing tourism products and expanding these to meet new market requirements;
* Creation of world class infrastructure;
* Special thrust to rural and small segment tourism;
* Attention to civiliazational issues and issues pertaining to civic administration, good governance and also of social and cultural values; and
* Development of tourism circuits and tourism-cum-cultural hubs.

Joint marketing of tourism in South India

987. SHRI RUMANDLA RAAMACHANDRAYYA: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether any action has been taken for joint marketing of tourism in South India to increase international tourist arrivals;

(b) if so, the details thereof; and

(c) the action proposed to facilitate early entry of foreign airlines into various South Indian metros to boost tourism?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) to (c) Promotion of various tourism products of different regions in India including South India is an ongoing process which is undertaken by the Indian tourism Offices Overseas through advertising in the electronic and print Media, participation in fairs and exhibitions, inviting of media personalities and tour operators under the Hospitality Programme, dissemination of information through CD ROMs and brochures, web marketing, organizing of seminars and food festivals etc.

To improve air connectivity and increase seat capacity bilateral talks for aviation rights between countries are held from time to time by the Ministry of Civil Aviation.